



Mr Janusz Wojciechowski
 Commissioner for Agriculture
 and Rural Development
 European Commission Rue de
 la Loi, 200 B-1049 Brussels

Brussels, 2nd February 2022

Re: Thank you letter from the agri-food sector regarding our exchange on the EU Promotion Policy on 27th January 2022

Dear Commissioner Wojciechowski,

The undersigned 12 European agri-food sector organisations listed below would like to express their gratitude for taking the time to meet them on 27th January 2022 and our constructive exchange with you regarding the revision of the Promotion Policy.

It has been a real pleasure to meet you last week and share with you our concerns regarding both the 2022 Annual Work Programme and the revision of the EU Promotion Policy.

As you know, we are quite concerned by two main things regarding the ongoing revision of the EU Promotion Policy:

1. No specific sector or products should be excluded from the EU Promotion Policy (such as meat and wine).
2. We should avoid a Promotion Policy not supporting all sustainable agricultural practices, but only or disproportionately focusing on organic and thus presenting this agricultural practice as the only one with the capacity to contribute to sustainability. Organic should of course be strongly supported, but other sustainable agricultural practices as well in order to maximize the contribution of the Promotion Policy to enhancing the sustainability of food production and consumption.

We were thus very pleased to hear your strong commitment to keeping all agricultural products in the EU Promotion Policy, including red and processed meat as well as wine, a commitment also reiterated at the occasion of the Info Day this week. As you know, those sectors represent a very important part of EU agricultural production and have made a lot of efforts over time to improve the sustainability of their production. Now, the initiatives launched by the Farm to Fork Strategy is asking them to go even further, which many producers have been already working on over the past years by engaging in sectorial initiatives looking at improving further their sustainability, animal welfare and promote a healthier and more responsible consumption of their products. Those initiatives to improve the sustainability of the production go together with extra production costs. Consequently, to be viable the price of the end products must sometimes increase. It is therefore crucial to create the demand for those type of products by informing consumers about their added sustainability and animal welfare value. In that context, policies such as the EU Promotion Policy are essentials. Producers' efforts for sustainability need to be supported.

Once again, we would like to express our sincere gratitude regarding your commitment to defend the inclusion of all sectors in the EU Promotion Policy, which many of your colleagues Commissioners share. We also hope that you will take into account our concerns regarding the need for a proportionate support to all sustainable agricultural practices. Finally, we would like to underline that we are always available to support you in defending EU agriculture.

We thank you for your time and consideration.

Yours faithfully,

On behalf of the following organisations:

AREFLH - The Assembly of European Fruit, Vegetable and Horticultural Regions

AVEC - Association of Poultry Processors and Poultry Trade in the EU countries

CEJA - European Council of Young Farmers

CELCAA - European Liaison Committee for Agricultural and Agri-Food Trade

CLITRAVI - Liaison Centre for the Meat Processing Industry in the European Union

Copa-Cogeca - The united voice of farmers and their cooperatives in the European Union

EDA - European Dairy Association

EFFAB - European Forum of Farm Animal Breeders

EFOW – European Federation of Origin Wines

EUROPATAT - European Potato Trade Association

FRESHFEL - European Fresh Produce Association

OriGin EU - The Organization for an International Geographical Indications Network

Cc:

Roberto Berutti, Member of Cabinet in Mr Wojciechowski's Cabinet